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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/284,699	04/19/1999	YASUSHI TANAKA	450108-4542	2687

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NEW YORK, NY 10151

EXAMINER
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SALCE, JASON P

ART UNIT	PAPER NUMBER
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2421

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PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b> 09/284,699	<b>Applicant(s)</b> TANAKA, YASUSHI	
	<b>Examiner</b> Jason P. Salce	<b>Art Unit</b> 2421	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 23 June 2010.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-11, 14-35 and 37 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-11, 14-35 and 37 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)                                | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftperson's Patent Drawing Review (PTO-948)                        | 5) <input type="checkbox"/> Notice of Informal Patent Application                       |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

## DETAILED ACTION

### *Response to Arguments*

Applicant's arguments with respect to claims 1-11, 14-35 and 37 have been considered but are moot in view of the new ground(s) of rejection.

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-11 and 14-35 are rejected under 35 U.S.C. 103(a) as being unpatentable over Schein et al. (U.S. Patent No. 6,002,394) in view of Sampat et al. (U.S. Patent No. 5,557,724) in further view of Allen et al. (U.S. Patent No. 5,892,535).

Referring to claim 1, Schein discloses an information transmitting method for transmitting program guide information (**see Column 7, Lines 36-45**) and processing commercial information which corresponds to said program guide information and which is automatically displayed for a single program column and is transmitted together with said program guide information (**see Column 7, Lines 35-45 for transmitting commands in the VBI, which are used to create an EPG, and also note Column 8, Lines 3-7 for also transmitting commands which contain URL information which allows a user to access a linked internet site from the EPG**).

Schein also discloses that when a cursor is moved onto a program of a program column of the program guide screen (**see Column 21, Lines 38-41 for navigating through a program guide screen and note Figure 20A for selecting the WORLD OF SERVICES menu or Figure 20B for selecting a program column that contains further commercial information, such as commercial information in window 528, ticker 524**), each of said commercial information provided by a commercial sponsor (**see Figures 21C-21F and Column 23, Line 66 through Column 24, Line 24 for the commercial information, such as NFL cap and transcript offers being provided by commercial sponsors, such as the NFL sports pro shop or the company providing the official transcript**) of the program displayed at each program column (**see again Figures 21A-21C for the commercial information being displayed based on the selection of ABC Monday Night Football, wherein a program is displayed at each program column, for example the programs displayed on the Disney channel, HBO or ABC**) is displayed successively in a single area of a display (**see Figures 21D-21F for displaying the commercial information one after another in successive windows in the program guide display**), shifted temporally from one another (**see Figures 21D-21F for each window being displayed one after another**).

Schein also discloses selectively picking program content data from a plurality of program content regions to create said program guide screen (**see Column 10, Lines 40-59 for the user keeping a favorite channel list, selectable by the user and Figure 20A for the user being able to select his/her favorite channels from a program guide screen and Figure 21B for adding channel to the favorite list**).

Schein also discloses combining the selectively picked program content data from said plurality of program content regions with transmitted screen layout data and previously stored standard screen layout data to create said program guide screen (**see Column 7, Lines 16-38 and Column 9, Lines 1-5 and 56-61 and Column 12, Lines 5-10 and 47-60 for viewing a program guide for a certain number of hours, where the program guide data has already been stored, for example a 24 hour period and further note that when the viewer is viewing a program guide and exceeds the stored program guide data, further program guide is transmitted to the user when accessing program guide data past the previously stored 24 hour block**).

Schein also discloses that the program content data includes three types of data, modifiable broadcast data (**see modifiable favorite channel database at Column 10, Lines 40-59**), fixed broadcast data (**see Figure 7B**) and comparatively large-sized broadcast data (**see Figure 5**).

Schein also discloses that the selectively picked program content data are categorized in at least two types of data with different structures and formats (**see Column 10, Lines 40-67, where programs can be selected not only by favorite channel listings (see Figure 19A) but also setting reminders for the programs or restricting access to programs, therefore categorizing the content data in at least two types of data with different structures and formats**).

Schein also discloses that the commercial information includes a remote network server address information (**see Column 18, Lines 20-67 and Column 20, Lines 1-17 and Column 23, Line 37 through Column 24, Line 60**).

Schein fails to teach that the commercial information window (**which displays commercial information**) discussed above of the program guide screen further includes a sound output area for controlling the sound output of the commercial information.

Sampat discloses that a display window that is part of a program guide screen further includes a sound output area for controlling the sound output of the displayed information (**see Figures 2-12 and Column 4, Line 63 through Column 6, Line 59**).

At the time the invention was made, it would have been obvious to a person of ordinary skill in the art to modify the EPG, as taught by Schein, using the sound output control, as taught by Hullinger, for the purpose of allowing a user to control the play of the audio component of the selected channel including increasing, decreasing or muting the sound completely (**see Column 5, Lines 8-13 of Sampat**).

Schein and Sampat fail to teach that a plurality of commercials is successively displayed for a single program.

Allen discloses an commercial distribution system that displays a plurality of commercials successively during a television broadcast (**see Figures 18-19 and Column 32, Lines 46-62**), which is disclosed in Schein by window 526 in Figure 21A.

At the time the invention was made, it would have been obvious to a person of ordinary skill in the art to modify the television program being broadcast and displayed in window 526 of Figure 21A, as taught by Schein (**in the combination of Schein of Sampat**), using the display of successive commercials for a single program, as taught by Allen, for the purpose of providing a system that enhances subscriber attractiveness

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by provided targeted advertising (**see Column 9, Line 66 through Column 10, Line 2 of Allen**).

Referring to claim 2, Schein discloses that the commercial information contains image data (**see Column 11, Lines 56-57**).

Referring to claim 3, Schein discloses that a digital signal can have separate bitstreams that contain video, audio, and program guide information (**see Column 6, Lines 51-60**), and that data related to a television program guide title is related to an advertisement (**see the rejection of claim 1 and note that the advertisement shown in window 528 is related to the television program selected in the program matrix 506**).

Referring to claim 4, Schein discloses that commercial information can be accessed on a remote computer via the Internet (**see Column 20, Lines 4-9**), and that a computer on a computer network (**Internet**) can be given an IP address (**see Column 18, Lines 20-43**).

Referring to claim 5, Schein discloses hierarchical levels for program schedule data (**see Column 9, Lines 20-67 and Column 10, Lines 1-28**) for a program guide, which contains advertisements (**see Column 22, 10-18**). Schein shows that a first hierarchical level (**Channel Data Table**) is smaller by holding only the channel required

for viewing at a specific subscriber's receiver, while the second hierarchical level (**show list**) contains start times and additional scheduling data for 24 hours worth of program for every channel listed in the Channel Data Table (**see Column 9, Lines 20-62 and Figures 5 and 6**).

Referring to claim 6, see the rejection of claim 1 and note that Schein further discloses a receiver for separating program guide information from a received broadcasting signal (**see Column 12, Lines 41-44**).

Schein also further discloses a processor (**see Figure 3**) for displaying commercial information in a part of a display area (**see Figure 21A and Column 24, Lines 1-20**), and an electronic program guide screen including program columns corresponding to a plurality of programs based on the separated program guide information (**see Figure 21A**).

Schein also further discloses that the processor (**see Figure 3**) processes commercial information which corresponds to said program guide information and which is automatically displayed for a single program column and is transmitted together with said program guide information (**see Column 7, Lines 35-45 for transmitting commands in the VBI, which are used to create an EPG, and also note Column 8, Lines 3-7 for also transmitting commands which contain URL information which allows a user to access a linked internet site from the EPG**).

Schein also discloses that the processors displays a remote network server address of the commercial information sponsor and enables a user to select the remote

network server address and, in response to said selection, display detailed information of the commercial information (**see Figure 15 and Column 20, Lines 14-56**).

Referring to claim 7, Schein discloses specifying commercial information displayed on part of said program guide screen (**see Figure 21A**).

Schein also discloses communicating with an external computer through a computer network (**see Column 20, Lines 4-9**).

Schein also discloses displaying further detailed information from an external computer based on address information to display the information when a cursor is moved onto one of the program columns (**see Figures 21B and 21C and Column 18, Lines 20-43 and Column 19, Lines 51-63**).

Referring to claim 8, Schein discloses selecting a program column on a program guide, and displaying program details corresponding to the program column selected and to sequentially display plural items of commercial information included in the program in a part of the display area (**see Figures 21A, 21B, and 21C and Column 24, Lines 1-19**).

Referring to claim 9, Schein discloses displaying a commercial details screen (**see top left window explaining NFL cap in Figure 21C**).

Referring to claim 10, see rejection of claim 9.

Referring to claim 11, Schein discloses sponsors for presenting commercial information (**see Column 20, Lines 14-56 and Column 22, Lines 10-18**).

Referring to claim 14, see rejection of claim 2.

Referring to claim 15, see rejection of claim 3.

Referring to claim 16, see rejection of claim 6.

Referring to claims 17-21, see rejections of claims 8-12, respectively.

Referring to claim 22, see rejection of claims 1, 6 and 16. Also note Figure 1 for a transmitting apparatus.

Referring to claims 23-24, see rejection of claims 20-21, respectively.

Referring to claims 25-26, see rejection of claims 25-26, respectively.

Referring to claim 27, see rejection of claims 1 and 6.

Referring to claims 28-30, see rejection of claim 27.

Referring to claims 31-34, see the rejection of claims 1, 6, 16 and 22.

Referring to claim 35, see the rejection of claims 1 and 6.

***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claim 37 is rejected under 35 U.S.C. 103(a) as being unpatentable over Schein et al. (U.S. Patent No. 6,002,394) in view of Sampat et al. (U.S. Patent No. 5,557,724) in further view of Allen et al. (U.S. Patent No. 5,892,535) in further view of Hendricks et al. (U.S. Patent No. 6,052,554).

Referring to claim 37, Schein, Sampat and Allen disclose all of the limitations of claim 34, but fail to teach the limitations of claim 37.

Hendricks discloses an output management data producer to provide management information for a plurality of programs in the EPG including program broadcast time (**see Column 6, Line 66 through Column 7, Lines 24**).

Hendricks also discloses an EPG editor to receive the management information and commercial information and to provide EPG data (**see Column 7, Lines 25-46**).

Hendricks also discloses a multiplexer to combine encoded audio/visual program data synchronized with the EPG data and produce an EPG transmission signal for transmission (**see Column 8, Lines 23-35**).

Hendricks also discloses that the EPG data has program content data on the programs of each broadcasting channel during a predetermined time interval that hierarchically includes broadcasting form data for regular program, group data that is common in a plurality of programs of the broadcasting form data arranged as a single

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program, and detailed contents data including respective programs of the broadcast form data and the particular information group data (**see Column 21, Line 1 through Column 23, Line 25**).

At the time the invention was made, it would have been obvious to a person of ordinary skill in the art, to modify the television program transmission system, as taught by, Schein, Sampat and Allen, using the program packaging and delivery system, as taught by Hendricks, for the purpose of a system capable of packaging hundreds of television programs for delivery to subscribers (**see Column 4, Lines 35-37 of Hendricks**).

### ***Conclusion***

**THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

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Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jason P. Salce whose telephone number is (571) 272-7301. The examiner can normally be reached on M-F 9am-6pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Miller can be reached on (571) 272-7353. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Jason P Salce/  
Primary Examiner, Art Unit 2421

Jason P Salce  
Primary Examiner  
Art Unit 2421

August 17, 2010